

EISENHOWER WEST SMALL AREA PLAN

Steering Committee

January 26th, 2015



Meeting Agenda

- Welcome and Updates
- Meeting Goals
- Composite Land Use/Refined Options
- What's Next: Community Meeting #5
- Community Comments & Questions



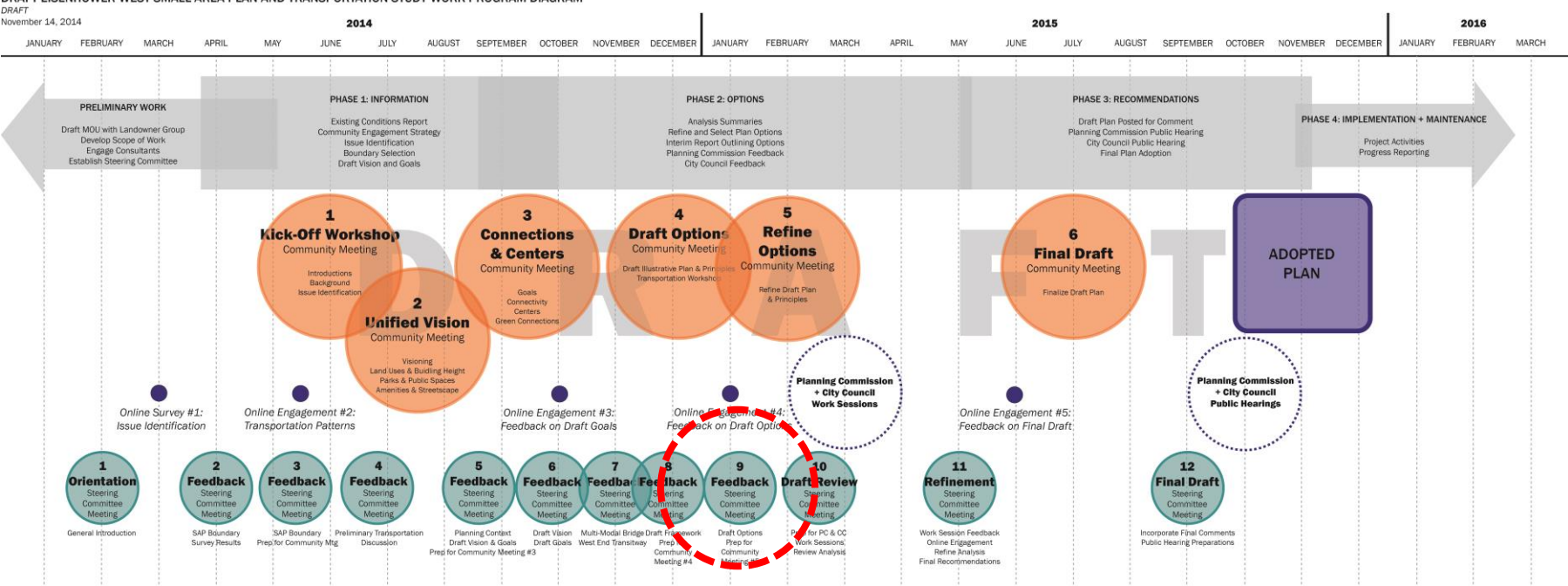
Meeting Goals

- Receive updates on follow up tasks
- Provide feedback on composite land use
- Provide feedback on Community Meeting #5 framework



Work Program: Phasing, Key Meetings, & Online Engagement

DRAFT EISENHOWER WEST SMALL AREA PLAN AND TRANSPORTATION STUDY WORK PROGRAM DIAGRAM



Schedule

- **Today:** Steering Committee Meeting #9: Composite Land Use
- **February 9th:** Community Meeting #5: Refine Options/Composite Land Use
- **March 2015:** Planning Commission and City Council Work Sessions
- **Spring 2015:** Test, Analyze, and Draft Plan; Continue Steering Committee Meetings
- **Summer 2015:** Final Draft Plan Presented at Community Meeting #6
- **Fall 2015:** Plan Adopted by City Council



Updates/Follow Up

- Website Updates
- Private Roads and VDOT/City Standards
- Straightening Backlick Run
- Draft Plan Outline
- Draft Market Analysis Comments- January 30th
- January Outreach:
 - Youth Sports Advisory Board
 - ACPS School Board
 - Fairfax County
 - Cameron Station Walking Tour

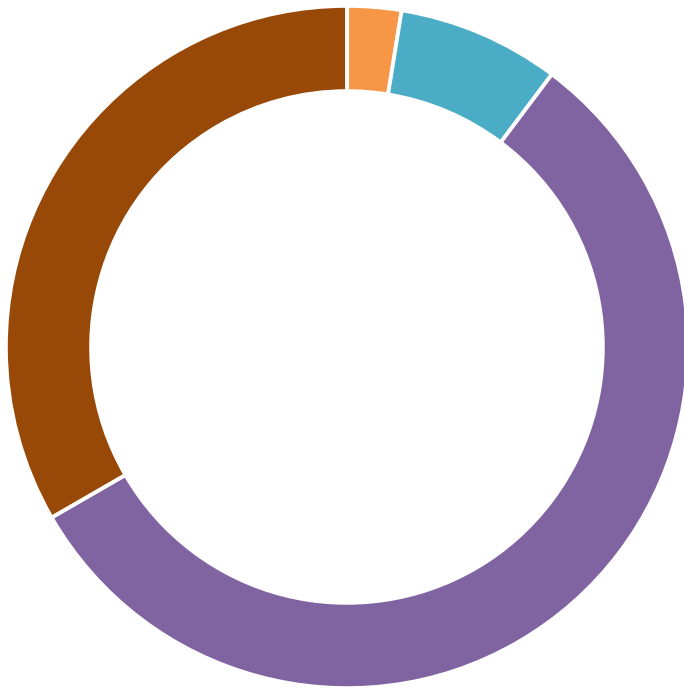
Composite Land Use Update

- Community Meeting #4 Results (70+ attendees)
- AlexEngage Results (103 responses)
- Composite Land Use:
 - Are we going in the right direction?
 - Are we missing anything?
 - What do you like/dislike?

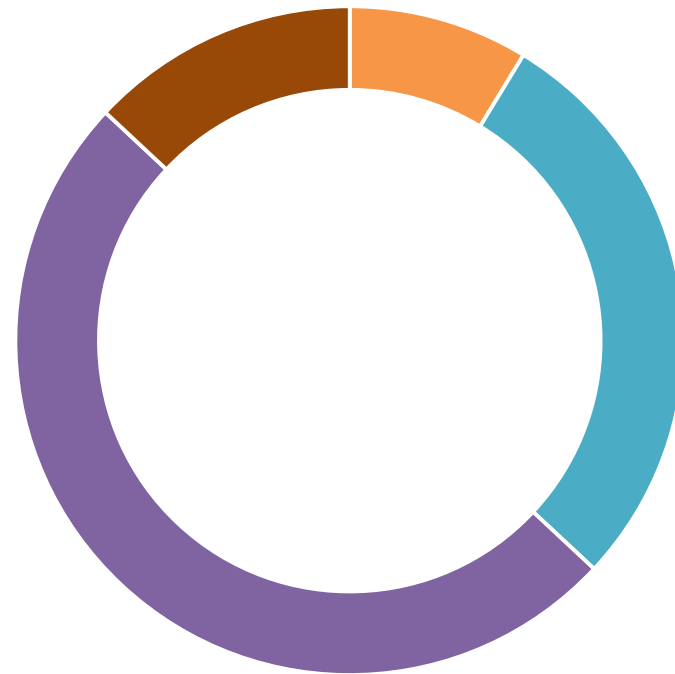


Overall Concept/Big Idea

Community Meeting #4



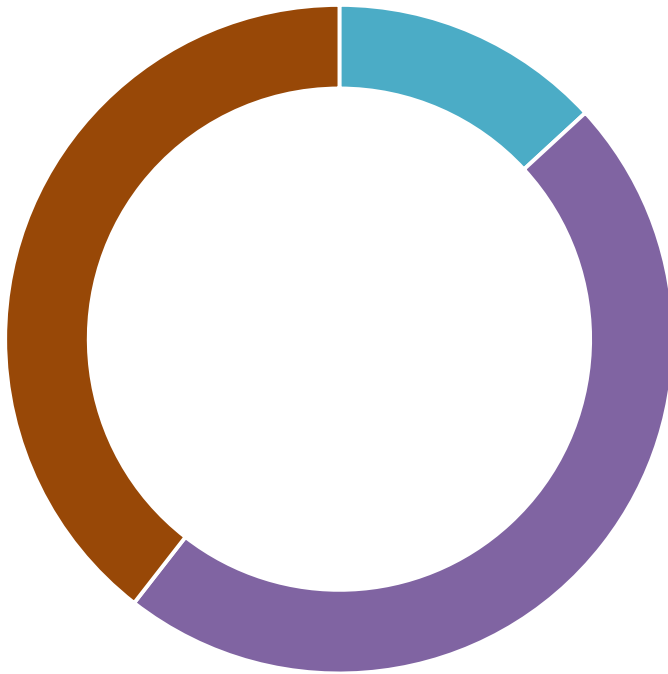
AlexEngage



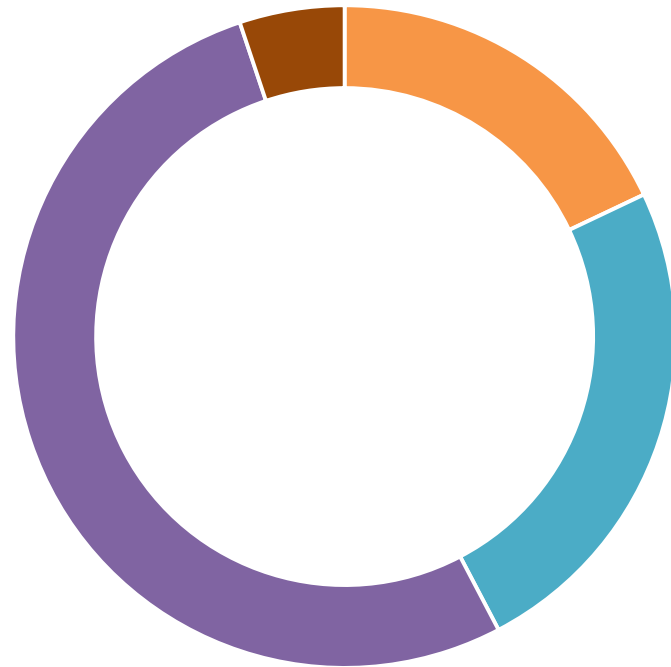
CONCEPT A **CONCEPT B** **CONCEPT C** **CONCEPT D**

Nodes

Community Meeting #4



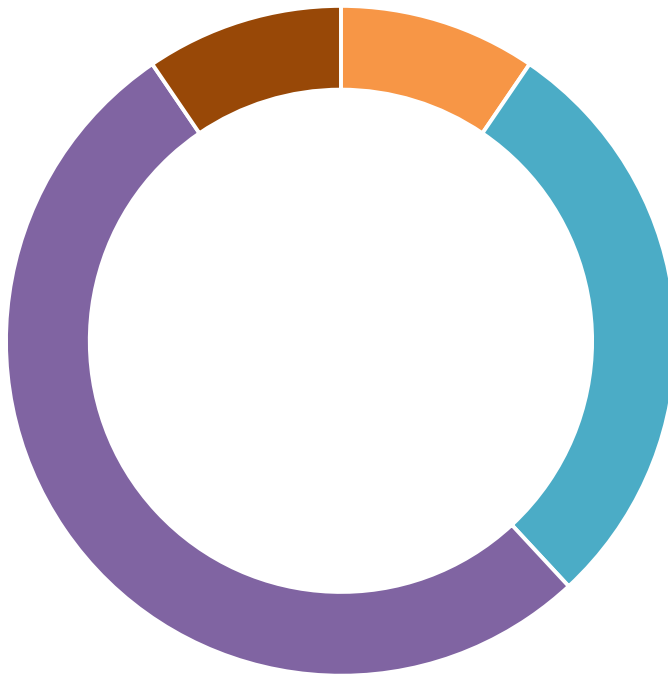
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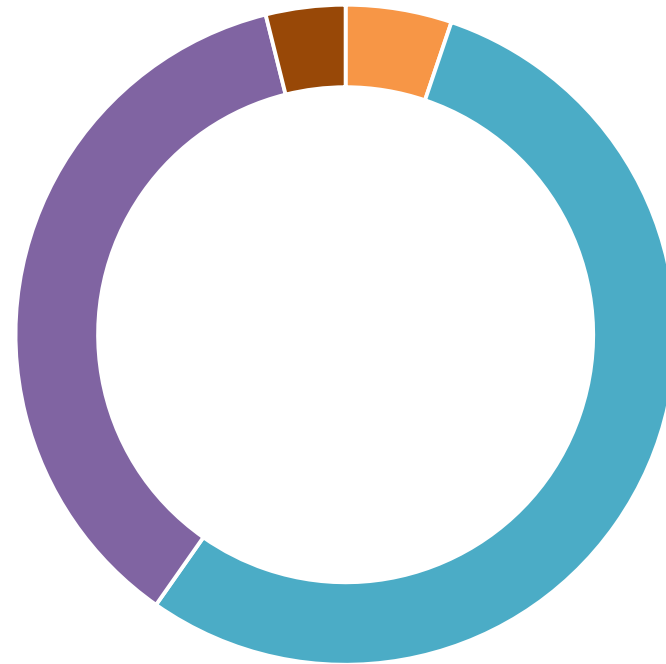
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Green Space

Community Meeting #4



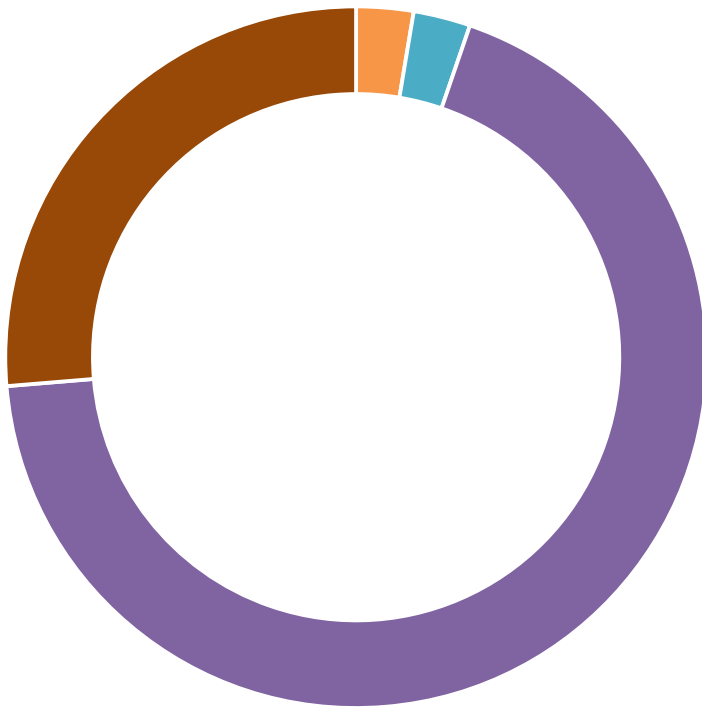
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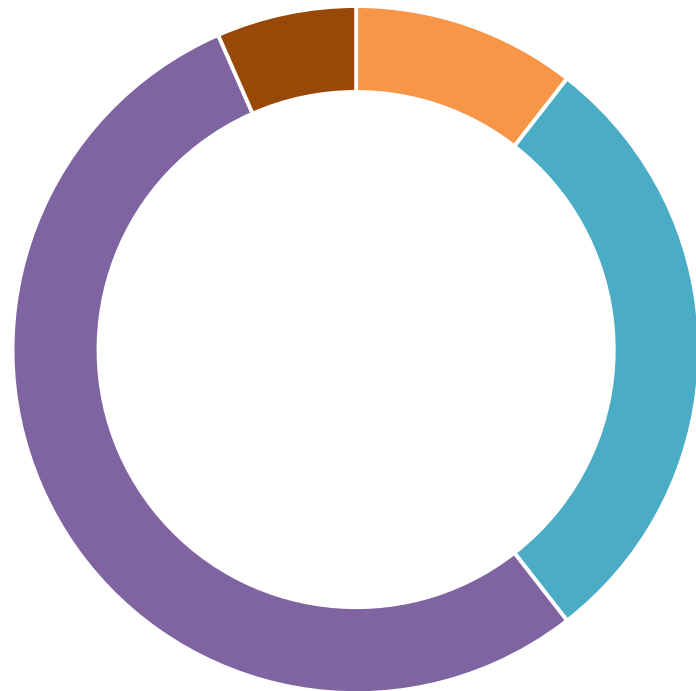
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Land Use

Community Meeting #4



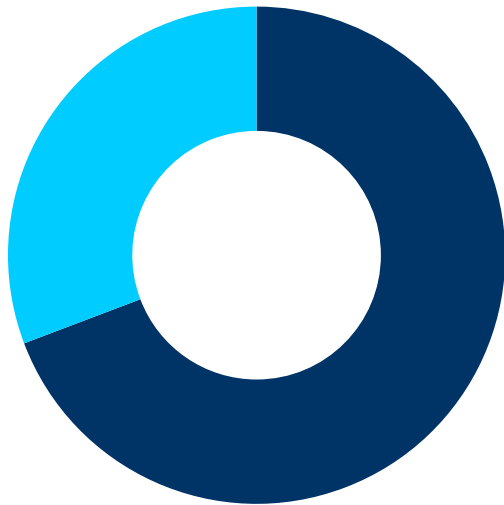
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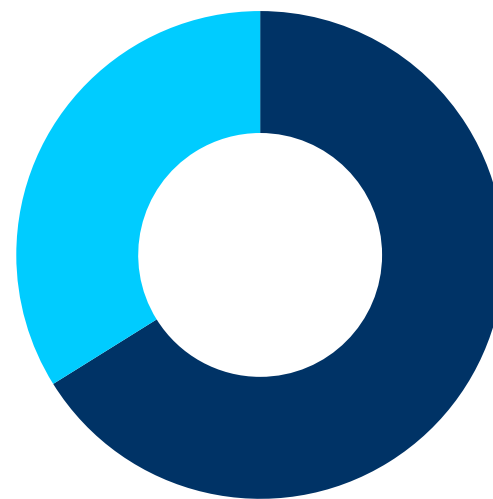
CONCEPT A **CONCEPT B** **CONCEPT C** **CONCEPT D**

School Location

Community Meeting #4



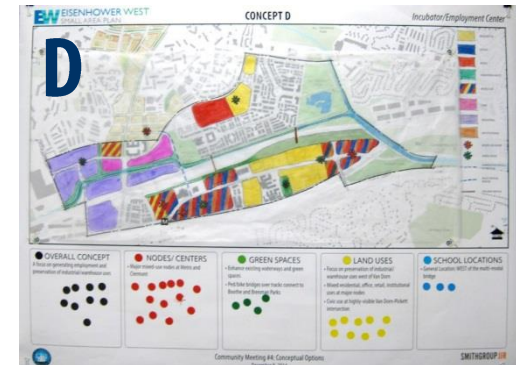
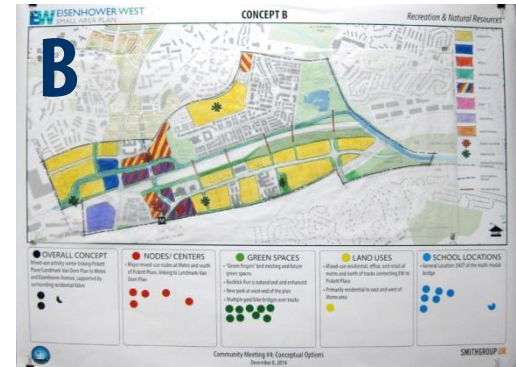
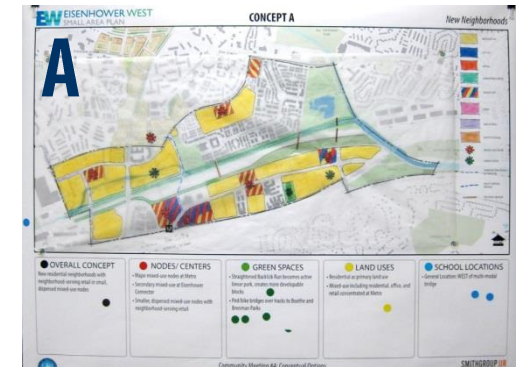
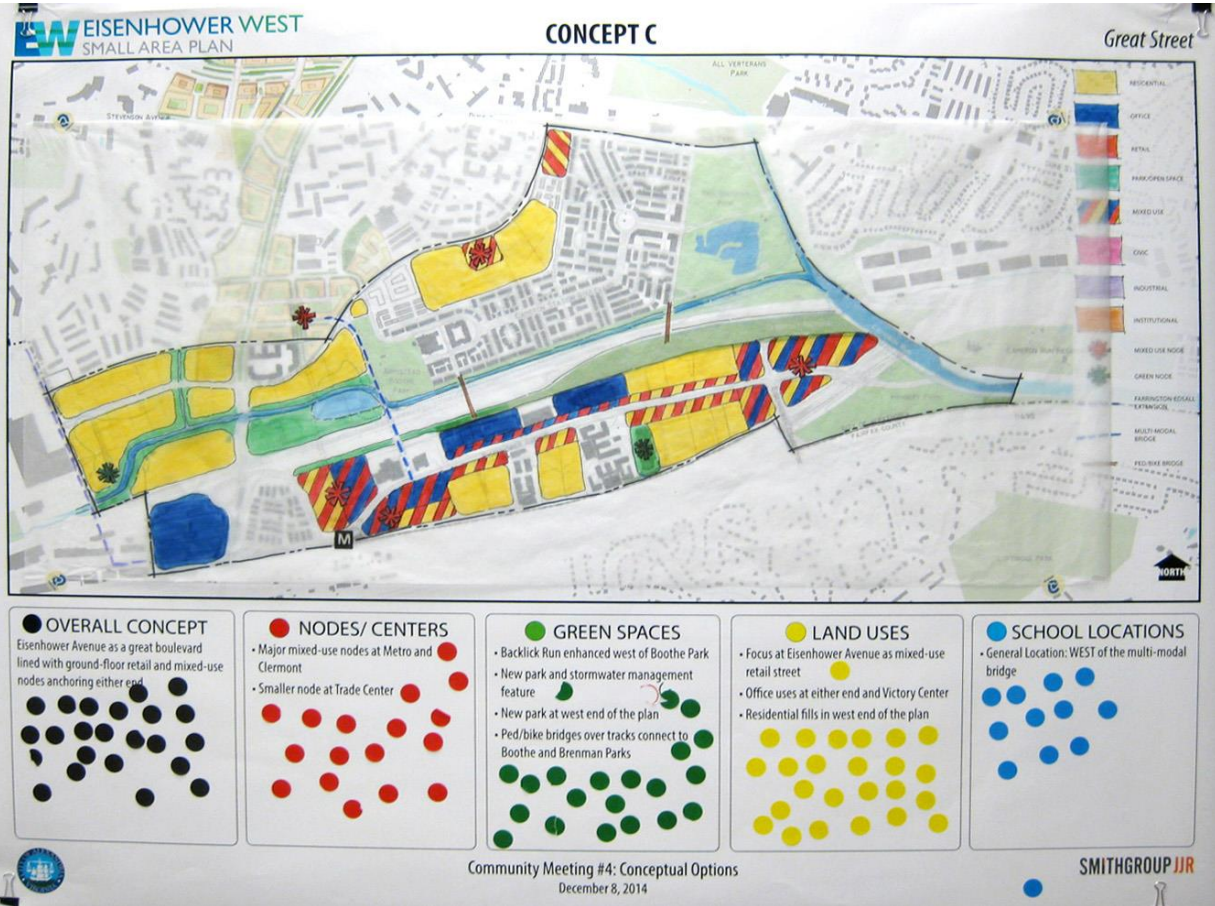
AlexEngage



WEST **EAST**
OF MULTIMODAL BRIDGE

Community Meeting #4 Concept Land Use Options

C



EISENHOWER WEST



What is a “Great Street”?

According to the **American Planning Association**

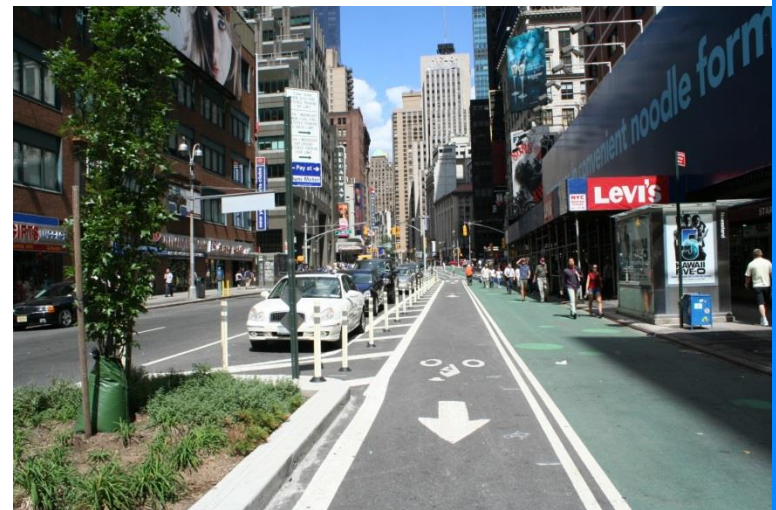
1. **CONNECTIVE** - Provides orientation to its users, and connects well to the larger pattern of ways.
2. **MULTIMODAL** - Balances the competing needs of the street — driving, transit, walking, cycling, servicing, parking, drop-offs, etc.
3. **FITTING** - Fits the topography and capitalizes on natural features.
4. **ACTIVE** - Is lined with a variety of interesting activities and uses that create a varied streetscape.
5. **WELL-DESIGNED** - Has urban design or architectural features that are exemplary in design.
6. **CONTEXTUAL** - Relates well to its bordering uses — allows for continuous activity, doesn't displace pedestrians to provide access to



What is a “Great Street”?

According to the **American Planning Association**:

7. **7. SOCIAL** - Encourages human contact and social activities.
8. **8. LANDSCAPED** - Employs hardscape and/or landscape to great effect.
9. **9. SAFE** - Promotes safety of pedestrians and vehicles and promotes use over the 24-hour day.
10. **10. SUSTAINABLE** - Promotes sustainability through minimizing runoff, reusing water, ensuring groundwater quality, minimizing heat islands, and responding to climatic demands.
11. **11. MAINTAINED** - Is well maintained, and capable of being maintained without excessive costs.
12. **12. MEMORABLE** - Has a memorable character.



Community Meeting #5

- Describe how we arrived at the composite/refined land use
- Present the composite/refined land use
- Demonstrate how vision and goals can be achieved through land use, height, and density
- Use key pad polling: What should we ask to get feedback on land use, density, and height?



Community Meeting #5

6:30-7:00	Open House
7:00-7:10	Welcome & Introductions
7:10-7:30	Recap of Process to date
7:30-7:50	Concept Plan Presentation
7:50-8:00	Questions for Clarification
8:00-8:15	Questions for Feedback-Key Pad Polling
8:15-8:30	Density/Heights Presentation
8:20-8:30	Questions for Clarification
8:30-8:45	Questions for Feedback-Key Pad Polling
8:45-9:00	General Community Comments

Community Meeting #5 Questions

Does the conceptual land use plan match the draft goals for the plan area?

1. Eisenhower West will be an integral part of the City's Eisenhower Valley economic engine in which economic development and employment opportunities are maintained and promoted by capitalizing on the Van Dorn Metro Station, proximity to the Capital Beltway, and the opportunity provided by the presence of large land holdings.
2. Eisenhower West will have a vibrant mix of uses achieved through phased implementation, including a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term.
3. Eisenhower West will be a transit-oriented community, with focused density around transit nodes and corridors.
4. Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility thereby providing better access citywide to the future amenities of the area.
5. Eisenhower West will be more pedestrian-friendly by humanizing Van Dorn Street, Pickett Street, and Eisenhower Avenue so that they become safer for pedestrians and more attractive to residents and shoppers.
6. Eisenhower West will have a connected, accessible, and identifiable park and open space system that serves the citywide recreational needs.



What's Next

Community Meeting #5: Refined Land Use Options

- Monday, February 9th, 7:00-9:00 pm
- Location: Beatley Central Library

Steering Committee Meeting #10: High/Low Land Use Scenarios

- Monday, February 23rd, 7:00-9:00 pm
- Location: TBD

